

2. Vision, Goals, Objectives, and Policies

Introduction

This Plan lays out a framework for creating and expanding programs and improvements to increase bicycling in Greenville. The Vision, Goals, Objectives, and Policies of the City of Greenville Bicycle Master Plan are principles that guide the development and implementation of the City's bicycle network and programming for years to come. Goals and objectives are intended to direct decisions about where public improvements are made, where resources are allocated, how programs are operated, and how City priorities are determined.

This chapter identifies recommended vision elements, goals and objectives of Greenville's Bicycle Program. These goals are intended to support the City's existing vision and policy initiatives and describe the most important aspects of the City's programs, priorities, and attitudes.

Recommended Vision, Goals, Objectives, and Policies

The infrastructure improvements and programs recommended in the City of Greenville Bicycle Master Plan will be shaped by the vision, goals, objectives, and policies which were developed by the Bicycle Plan Advisory Committee, public input, and existing City and regional policies and visions. A number of the recommended Bicycle Master Plan goals and objectives are drawn from and/or echo other City of Greenville and regional plans as well as feedback from the League of American Bicyclists (LAB) on Greenville's 2008 Bicycle Friendly Community application.

2.1. Vision

The Bicycle Master Plan envisions a bicycling environment in the City of Greenville in year 2020 that takes a comprehensive approach to the Six Es of a Bicycle Friendly Community – Education, Enforcement, Engineering, Encouragement, Evaluation, and Equity – by establishing:

1. **Engineering:** An inviting network of bicycling facilities for cyclists of all ages and abilities and destinations that support bicycling
2. **Education:** Community understanding and respect for the roles and responsibilities of cyclists
3. **Encouragement:** Increased bicycle ridership and support for a strong bicycle advocacy community and bicycle culture
4. **Enforcement:** A safer environment for cyclists and other transport modes
5. **Evaluation & Planning:** Institutional support and collaboration for bicycling
6. **Equity:** A community that serves a diverse population and provides for the needs of those who ride out of necessity, as well as those who choose to cycle

2.2. Goals and Objectives

This plan will achieve the Vision by pursuing the following goals, and associated objectives:

2.2.1. Engineering

Vision: An Inviting Network of Bicycling Facilities for Cyclists of All Ages and Abilities and Destinations that Support Bicycling

Goal 1: New developments (both private and public) are designed to integrate with and include bike facilities.

Objective 1.1: Provide re-occurring continual education opportunities on the accommodation of cyclists to local planners and engineers.

Objective 1.2: Educate school district and schools about importance of integrating bicycle usage into design.

Objective 1.3: Integrate review of connectivity to other bicycle facilities as part of development review process.

Goal 2: Create and expand a complete and integrated network of bicycle facilities that is safe for all ages and abilities.

Objective 2.1: Increase the amount of bicycle facilities on arterial streets and on bridges.

Objective 2.2: Establish a bikeway network link within 1/2 mile of every resident by 2015.

Objective 2.3: Expand the “Bicycle Route” wayfinding signage program.

Objective 2.4: Create a dedicated maintenance plan for bicycle facilities that includes restriping/markings and scheduled street-sweeping of bicycle lanes and edge of asphalt/curb line on bicycle routes.

Objective 2.5: Install bicycle detection facilities at all critical signalized bikeway intersections.

Objective 2.6: Ensure that new and improved facilities to accommodate bicyclists conform to current best practices and guidelines provided by SCDOT and the AASHTO *Guide for the Development of Bicycle Facilities*. (LAB Feedback)

Objective 2.7: Ensure that every park and other major destinations are connected to bike facilities.

Objective 2.8: Install adequate, safe, and attractive bike storage facilities at important destinations.

Goal 3: Create safe and convenient linkages between popular destination and bikeways.

Objective 3.1: Integrate the on-street bikeway network with the greenway trail network.

Objective 3.2: Expand access points/trailheads/destinations within the bike network.

Objective 3.3: Expand wayfinding signage and pavement markings to direct bicyclists to the greenway trail network.

Objective 3.4: Install “2009 Bicycle Friendly Community” designation signage.

Goal 4: Expand bicyclists' access and mobility through the integration of bicycling into the transit system.

Objective 4.1: Provide bicycle parking at all transit shelters.

Objective 4.2: Coordinate planning with the Greenlink bus system to connect bus routes with bicycle facilities.

Objective 4.3: Implement the Downtown Bike Station concept that is proposed at the Greenlink Transit Station.

Goal 5: Fully fund the implementation of the Bicycle Master Plan and Bike Program.

Objective 5.1: Create a Bike Planner position with a focus on mobility and non-motorized transportation.

Objective 5.2: Partner with other governmental, non-profit, and private organizations to increase funding for staff and facilities.

Objective 5.3: Establish a dedicated funding source to fund the Bike Program.

Objective 5.4: Apply for national competitive grants.

Goal 6: Improve technical engineering standards to improve conditions for bicyclists.

Objective 6.1: Collaborate with the South Carolina Department of Transportation on an update of the roadway standards within the Engineering Directive Memo-22 (EDM-22).

Objective 6.2: Support the creation of a statewide Bicycle Advisory Committee sponsored by the SCDOT.

Objective 6.3: Advocate for SCDOT's compliance with their 2003 bicycle accommodations resolution.

Objective 6.4: Revise the City's Design and Specification Manual to provide greater flexibility and accommodation for bicycles. Provide acceptable ranges rather than set dimensions. Decrease parallel parking widths to 7', minimum travel lane widths on arterials and collectors to 10', and bicycle lane widths to 5-6'.

2.2.2. Education

Vision: Community Understanding and Respect for the Roles and Responsibilities of Cyclists

Goal 1: Establish safety training and accident reduction for entire community.

Objective 1.1: Combat dangerous bicycling through targeted education programs for every type of bicyclist. This includes parents of bicycling children, bicyclists who ride out of necessity, recreational bicyclists who are concerned with fitness, and commuting/transportation bicyclists.

Objective 1.2: Conduct Bicycle Rodeos throughout the year through partnerships with organizations such as the Greenville Police Department, Greenville Fire Department, YMCA, the Greenville Spinners, Greenville County School District, Safe Kids Upstate, LiveWell

Greenville, the Palmetto Cycling Coalition, the Department of Health and Environmental Control, and other community advocates.

Objective 1.3: Work with Clemson University, Furman University, Bob Jones University, Greenville Tech and other area institutions to provide bicycle education programs to students, faculty, staff, and the community at large.

Objective 1.4: Produce audio and video Bike Safety PSA's for local media.

Objective 1.5: Establish driver training for anyone operating a city-owned vehicle and include bicycle safety information.

Objective 1.6: Conduct Traffic Skills 101 courses three times each year.

Objective 1.7: Encourage local bicycle shops and organizations to conduct short bicycle education courses on specific topics, such as beginner trail riding or bicycling with a child in-tow.

Objective 1.8: Increase the number of League Cycling Instructors and frequently offer Smart Cycling courses.

Goal 2: Implement a Bike Safety Education Curriculum for school children and youth.

Objective 2.1: Create/Adapt Bike Safety Education Program for school children K-2, 3-5, middle school, and high school.

Objective 2.2: Create a Bike Safety Activity Book (or traditional book) for elementary-age children that is Greenville-specific and features Greenville landmarks. (Maybe do both an activity/coloring book AND a “traditional book” that can be used during Educational Outreach Programs).

Objective 2.3: Expand partnerships with the Greenville Spinners Safety Foundation to increase bicycle safety programs and provide equipment to youth.

Objective 2.4: Create clubs that learn about safe cycling while exercising and traversing the streets of Greenville and the surrounding areas.

Goal 3: Increase bicycle safety education with law enforcement officer training.

Objective 3.1: Ensure each new and existing police officer within the Traffic Enforcement Division has attended training as it relates to existing state and local bicycle laws.

2.2.3. Encouragement

Vision: Increased Bicycle Ridership and Support for a Strong Bicycle Advocacy Community and Bicycle Culture

Goal 1: Greenville is characterized by a network of strong advocates for a balanced transportation system.

Objective 1.1: Formalize Bikeville into a City Council appointed Board.

Objective 1.2: Support the establishment of a non-governmental advocacy organization focused on providing the residents and visitors of Greenville with programs and resources to travel by bike.

Goal 2: Residents have good knowledge of network and bike-friendly roads.

Objective 2.1: Publish a “Bicycle Network Map”.

Objective 2.2: Distribute and promote the “Bicycle Network Map” and other resources through bicycling events, workshops and local bicycle shops.

Objective 2.3: Maintain up-to-date information on the bicycling webpage of the City website, including a network map.

Goal 3: Make bicycle travel an integral part of daily life, particularly for trips under 3 miles.

Objective 3.1: Partner with local bike shops, health systems, and other local organizations to promote and campaign for the Bicycle Master Plan.

Objective 3.2: Increase education on the numerous benefits of bicycling.

Objective 3.3: Ensure every resident has access to a bike.

Objective 3.4: Expand connectivity of the Swamp Rabbit Trail to surrounding neighborhoods.

Objective 3.5: Create a campaign for local businesses to be designated a “Bicycle Friendly Business”.

Objective 3.6: Establish a bike share program (See Goal 8).

Objective 3.7: Create a Smart Trips/Travel Smart transportation demand management program to encourage short trips made by bicycle. (LAB Feedback)

Goal 4: Increase ridership and bike mode share.

Objective 4.1: Increase bicycle mode share to 2.8 percent by 2013, establishing a mode share comparable to Silver-Level Bicycle Friendly Communities.

Goal 5: Expand Bike Month Programs. (LAB Feedback)

Objective 5.1: Establish a Bike Month Event Planning Committee.

Objective 5.2: Begin documentation of the number of bicyclists reached through Bike Month programs.

Objective 5.3: Develop a “Commuter Buddy” program to assist potential new riders.

Objective 5.4: Develop a “Commuter Challenge” program where local employers compete using resources such as the World Commute Challenge.

Objective 5.5: Encourage a local, state, or national political leader to lead a Bike Month ride event.

Objective 5.6: Establish a dedicated funding source to fund Bike Month events, prizes, and promotional materials.

Goal 6: Continue to promote and grow non-competitive cycling events. (LAB Feedback)

Objective 6.1: Implement Cyclovias (car-free events) regularly and use them for education and encouragement.

Goal 7: Encourage the use of bicycles through the provision of convenient and secure bicycle parking and support facilities.

Objective 7.1: Provide incentives for workplaces to have changing/shower facilities.

Objective 7.2: Implement the Downtown Bike Station concept that is proposed at the Greenlink Transit Station.

Objective 7.3: Provide free Bicycle Valet parking as a routine part of several city special events and include within promotional material.

Goal 8: Develop a Downtown Bike Share/Bike Rental Program.

Objective 8.1: Explore feasibility of community bike share program, including corporate sponsorship opportunities.

Objective 8.2: Provide storage and signage for the bike rentals/shares.

Objective 8.3: Seek out and provide (financial and non-monetary) support for local entrepreneurs to start bike rental/share ventures.

Goal 9: Encourage Safe Routes to Schools.

- Objective 9.1: Ensure that every Greenville school has an easily accessible and easily usable bicycle rack by 2013.
- Objective 9.2: Ensure that every public school has at least one safe & effective way to arrive by bicycle for children in zoning area of school.
- Objective 9.3: Identify and improve problematic crossings and other impediments to bicycling to school.
- Objective 9.4: Encourage and support schools and neighborhoods in pursuit of SRTS grants.
- Objective 9.5: Establish and support cycling clubs at middle and high schools as a means of growing youth interest in cycling and training the next generation of bicycling advocates.

2.2.4. Enforcement

Vision: A Safer Environment for Cyclists and Other Transport Modes

Goal 1: Increase safety through promoting greater awareness of bike-car issues and conflicts.

- Objective 1.1: Ensure that police officers are aware of the latest changes to the state bicycle legislation and have general knowledge regarding traffic law as it applies to bicyclists. (LAB Feedback)
- Objective 1.2: Host re-occurring Enforcement for Bicycle Safety seminar with Greenville Police Department. (LAB Feedback)
- Objective 1.3: Increase enforcement of key bicycle related violations (including parking in bicycle lanes, bicyclists failing to stop at stop signs, bicyclists riding more than 2 abreast, motorists failing to yield a safe distance while passing, etc).
- Objective 1.4: Utilize relevant enforcement/education resources provided by the National Highway Traffic Safety Administration. (LAB feedback)
- Objective 1.5: Ensure police department conducts frequent speed checks along roads with bicycle facilities.

Goal 2: Engender mutual respect between different transport user groups.

- Objective 2.1: Increase targeted enforcement by Greenville Police Department to encourage motorists and cyclists to obey the law. (LAB feedback)
- Objective 2.2: Encourage drivers to be considerate of cyclists (“Share the Road” billboards, PSA’s, Bus Wraps, etc).
- Objective 2.3: Encourage cyclists to engage in safe and proper behavior, including stopping at stop signs, not riding more than two abreast, and following all traffic laws.

2.2.5. Evaluation and Planning

Vision: Increase Funding and Improve Institutional Support of Bicycling

Goal 1: Pursue Silver Level designation from the LAB in the Fall of 2013.

Objective 1.1: Encourage City Council to formally adopt the BFC Silver Action Plan.

Goal 2: Pursue cost-effective multi-modal integration/improvements.

Objective 2.1: Improve collaboration between the various local, regional, state, and national transportation planning agencies.

Objective 2.2: Develop annual implementation plans that are coordinated with City, County, and State resurfacing projects.

Goal 3: Prioritize and increase bicycle funding to support facility upgrades, enforcement and education programs.

Objective 3.1: Set a minimum percentage of city transportation funding that will be dedicated to bicycling facilities. This percentage may be based on the Bicycle Master Plan implementation matrix and associated cost estimates.

Objective 3.2: Hire a Transportation Planner by 2012, with training and interest specific to Non-Motorized Transportation. (LAB feedback: Create full-time bike coordinator position.)

Objective 3.3: Update Bicycle Master Plan in 10 years.

Objective 3.4: Include performance measures within this Plan to track increases in mode share and to track the progress of the plan's implementation. (LAB feedback)

Objective 3.5: Continue to collect data on bicycle usage and crash statistics and use this data to prioritize improvements to the bicycle network and to target enforcement and education efforts. (LAB feedback)

Objective 3.6: Revise City Council "Strategic Initiative" metrics to the following:

- Percentage of roadways with a sidewalk.
- Percentage of residential units within one-quarter mile of bicycle lane.
- Percentage of residential units within one-half mile of a greenway trail.

Goal 4: Develop an action plan for crash reduction to better understand the collection and reporting of Greenville's crash data.

Objective 4.1: Set specific annual targets and performance measures.

Objective 4.2: Encourage the Greenville Police Department to create an annual report on number of bicycle related citations and accidents documented each year.

2.2.6. Equity

Vision: Bicycling Engineering, Encouragement, Education, Enforcement, and Planning that serves a diverse constituency and provides for the needs of those who ride out of necessity, as well as those who choose to cycle.

Goal 1: Increase safety education targeted to low-income bicyclists

Objective 1.1: Sustain and expand the “Lights for Life” program that is targeted to Greenville’s population of cyclists who bicycle out of necessity.

Objective 1.2: Provide scholarship opportunities for all fee-based Bicycling Education courses.

Objective 1.3: Provide free (or low cost) bicycles, helmets, and other safety gear to underserved and low-income children.

Goal 2: Provide appropriate bicycle facilities in and near Greenville’s Special Emphasis Neighborhoods.

Objective 2.1: Ensure that the Bicycle Master Plan identifies connectivity opportunities for targeted neighborhoods.

Objective 2.2: Include bike counts within predominantly low-income areas.

Objective 2.3: Collaborate with Community Centers and neighborhood presidents on programs that encourage and educate their constituents on bicycle issues.

Goal 3: Tailor resources and programs to specific users.

Objective 3.1: Consider bilingual educational materials for non-English speaking residents.

Objective 3.2: Acknowledge social and cultural differences among local cyclists.

Objective 3.3: Assume underserved populations will require a greater level of outreach. Focus cycling programs in cultural and social centers such as churches, restaurants, or parks.

2.3. Existing City Goals and Policies

This Bicycle Master Plan builds on and supports a number of other plans and policies from the City of Greenville and other agencies and organizations. Planning and policy context is important to the successful implementation of this Plan because much of the support for bicycle-related projects will come from local sales tax, and federal and state money administered by regional and state agencies. A clear understanding of the existing policy context will enable Greenville to position projects that fulfill the policies adopted by Council and partner funding agencies.

City of Greenville land use and transportation policy is guided by a variety of plans with varying scopes. The Comprehensive Plan guides future development and sets a foundation for future growth and small area planning. GPATS Long Range Transportation Plan sets the regional vision and priority for area transportation investments. Greenville also has adopted several specific plans establishing land use, transportation, and design recommendations for focused geographic areas of the city. The recommendations in this Plan refer to and support relevant goals, policies, programs, and guidelines from each of these documents.

Other planning efforts conducted by a variety of public agencies also occur at the county, regional, and state levels. This Plan is also consistent with and supports the relevant goals, policies, and standards of these documents. Goals and objectives from the two most relevant of these plans are summarized below.

Appendix A provides a more complete review of planning and policy documents relevant to this Bicycle Master Plan. The review of each document includes the most relevant policies to this citywide Bicycle Master Plan.

Greenville Forward: Vision 2025 (2005)

Download at: <http://www.greenvilleforward.com/Download/Vision%202025%202010-01.pdf>

In 2003, the Greenville Chamber of Commerce launched a long-range visioning process called Greenville Forward. Bicycling-related goals are primarily included within the healthy community vision and the public sector vision:

- “A healthy Greenville is supported by programs for community health bikeway and walkway networks, and a collaborative healthy system.”
- “In 2025, Greenville County will be a place where parks, greenways, open spaces and other destination points of interest such as residential communities, business and retail centers, hospitals, downtown areas, and multi-modal centers are connected via a system of bikeways and walkways, thereby enhancing the quality of life for all residents of the County. . .”

Plan-It Greenville Comprehensive Plan (2009)

Download at: <http://www.greenvillesc.gov/PlanningZoning/CompPlan.aspx>

The City of Greenville’s *Comprehensive Plan (Plan It Greenville)* established a broad vision and set of goals. That planning effort included the creation of Theme Committees. The following goals and objectives from the Comprehensive Plan, as developed by the Theme Committees, are especially relevant to the Bicycle Master Plan:

- Encourage walking or biking to increase activity, reduce traffic congestion, and reduce their carbon footprints
- Create a healthy environment for all Greenville citizens
- Provide a variety of transportation options for all incomes
- Create Bicycle Boulevards
- Limit Curb Cuts
- Change shoulder requirements
- Make the urban environment more bike friendly
- Institute spot improvement programs (to fix little problems)
- Integrate cycling with transit
- Implement traffic management and traffic calming
- Improve bicycle parking
- [Implement] blue bike lanes
- [Establish] guaranteed ride home programs

Trails and Greenways Master Plan (2008)

Download at: <http://www.greenvillesc.gov/ParksRec/Trails/MasterPlan.aspx>

The City of Greenville's *Trails and Greenways Master Plan*, adopted by City Council Resolution in 2008, established specific visions and goals for the future trails and greenways network. Per the goals in that plan, the City intends to:

- Develop a safe and interconnected city-wide network of trail facilities that link together destinations and people, both locally and regionally.
- Improve the quality of life in Greenville by developing a trail network that provides facilities and programs designed to expand and encourage active recreation, community strength, and alternative transportation.
- Enhance, protect, and preserve the environmental quality of open space, waterways, and wildlife habitats.
- Stimulate economic growth through increases in tourism and real property value by developing a city-wide trail network.
- Conserve and tell the story of local culture, history, and heritage through interpretive trails and signage.

City of Greenville Downtown Master Plan – 2008

Download at: <http://www.greenvillesc.gov/PlanningZoning/forms/DowntownMasterPlanFinalReport.pdf>

Greenville City Council adopted the Downtown Greenville Master Plan in 2008. This document laid forth a cohesive vision for the heart of the city. While there are limited specific references to downtown's bicycling environment many elements of the plan will have an impact on Greenville's bicycle-friendliness and accessibility.

In terms of the urban core's accessibility and points of interest, the plan identifies five corners of downtown:

- Gateway District
- Heritage Green
- Broad & River
- County Square
- West End/Warehouse

The plan recommends that Greenville create a "Green Necklace" for downtown comprised of a trail corridor that touches, and connects, each of the five corners.

The document states that a comprehensive approach should be taken to accommodating bicyclists. Bike lanes are recommended for arterials, as well as an effort to integrate bicycles into vehicular traffic on low volume and low speeds streets.